



# BULLETIN

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## INTERVIEW



*"In 2004, our republic will become a member of the European Union. I am convinced that the network of Healthy Cities, Municipalities and Regions will be well prepared for the new situation."*

An interview with Olga Sehnalova, MD, Chair of Healthy Cities of the Czech Republic (HCCZ), Deputy Mayor and politician of the Healthy City of Kromeriz

### **In brief, how would you summarise the year 2003 as HCCZ Chair?**

*Despite the ten years of HCCZ existence, the international Healthy Cities Project and local Agenda 21 still surprise many people as a "novelty". Late in 2003, it was a great encouragement for HCCZ to receive the Czech Minister of Environment Award for "a unique and increasingly successful project of implementing principles of health and environment promotion and sustainable development in the day-to-day life of Czech municipalities, cities and regions". The first region ever – Vysocina – and the first small municipality – Skotnice – joined HCCZ. The association started offering its members a number of new services, such as the project incubator, a consultation service for the preparation of projects to obtain finances, particularly from EU funds.*

### **What are the resolutions of HCCZ for the year 2004?**

*In terms of public administration quality, we want to promote the principles of health promotion, sustainable development and quality of life as priorities in area development, in creation of development strategies for municipalities, cities and the whole regions. We should start looking at the life in our cities and municipalities from the perspective of the Healthy Cities Project and the values it builds on. In 2004, we will become a member of the EU. I am convinced that HCCZ will be well prepared for the new situation, as health, sustainable development and quality of life are close to the values pursued by the EU. The Healthy Cities Project and the concept of partnership and cooperation within HCCZ are not new to us. I believe that our member cities are advantaged and well-positioned to see their vision through. This is why I look forward to 2004 with optimism and a firm belief that it will be a successful year for HCCZ.*

## NEWS

### **WHO Entered New Phase of Healthy Cities Project (2003 – 2007)**

*Near the end of last year, Belfast hosted an International Conference of WHO Healthy Cities. The conference, held on the occasion of the 15<sup>th</sup> anniversary of the Healthy Cities Project in Europe, concluded Phase III of the WHO project (1998–2002). It was attended by 700 representatives from over 60 countries.*

During a special ceremony, Olga Sehnalova, HCCZ Chair, received a **certificate for active participation of the Healthy Cities of the Czech Republic in the international Healthy Cities movement in the past phase**. The City of Brno, represented by Ivana Draholova, HCP co-ordinator, received a **certificate for the participation of Brno in Phase III of the WHO Healthy Cities Project**. In the past four years, Brno was the only city representative of the Czech Republic in the WHO European Network of Healthy Cities. "Membership in this elite association enabled Brno to co-operate with WHO and exchange experience with other European Healthy Cities in the area of health and sustainable development. The past phase was highly valuable not only for the City of Brno, but for the Healthy Cities in the Czech Republic as a whole," concluded Ivana Draholova. In addition, Ms Draholova was one of the six members of the WHO Advisory Committee for Healthy Cities, so HCCZ had direct access to the latest information about the Healthy Cities movement in Europe.

**The conference agenda** focused on evaluating the past 15 years of the Healthy Cities Project, the exchange of experience and reinforcement of political endorsement on the local, regional and international levels. The individual sections covered a number of topics, such as city health profiles, community planning, living and health, active life, violence versus health, and creation of a healthy environment for children. WHO selected the City of Brno to deliver a presentation in the Media and Promotion Campaigns section. Ms Draholova introduced the **Brno Health Days, which were acknowledged as an example of a well-organised media campaign**. At the accompanying exhibition, entitled "15 Years of Healthy Cities Project in Europe", Brno presented a poster summarising its activities in the past phase and information materials on activities of the Healthy Cities Project in Brno, in which the participants took great interest.

The final part of the agenda **introduced goals for the upcoming Phase IV of the WHO Healthy Cities Project** between 2003 and 2007. In the next four years, the emphasis will be on planning for city health, health impact assessment and healthy aging issues. The conference was concluded by a ceremony at which the Belfast Declaration for Healthy Cities was adopted.

### **Trebič: Colourful Recycling**

*The project has been launched in this school year by the Trebič Secondary Specialised School of Commerce and Services and the Secondary Apprentice School, partners of the Healthy Cities Project, with the financial support of the city. Let us have a closer look at how it plans to contribute to environmental protection.*

"The Colourful Recycling Project, focusing on waste management, is an important part of environmental education at our school. We want recycling to become natural to our students," explained the Head Mistress Libuse Kolarova.



Owing to the financial support from the Healthy Cities grant program, the classrooms, offices, corridors as well as dressing rooms in the school were equipped with waste baskets in colours matching the standard recycling containers.

For a school comprising three buildings in three distant locations, further use of the sorted waste was a major problem. But as they say, where there's a will there's a way. "The paper is collected on wastepaper collection days or sold to the scrap yard, PET bottles are collected by a firm from our city, and glass is transferred to recycling containers. Waste recycling is not really demanding, and it is necessary. The students are doing their best, so we hope that the project will be a success," says Ms Kolarova. Similar waste recycling projects are under way at schools in Boskovice, Hodonin and Velke Mezirici and at the city hall in Vsetin, which received ISO 14001 certificate in December last year as an environmentally friendly organisation.

### **Orlova: A View of a Healthy City**

The third year of a competition for young artists entitled "A View of a Healthy City" is currently under way in Orlova, organised by the free time centre Anchor and the Council of the Healthy City of Orlova. There are three age categories: 6 – 10 years; 11 – 14 years; and 15 – 18 years. The theme is "My Most Beautiful Experience in Orlova in 2003." There is no

prescribed format or technique. A panel of experts will evaluate the works on Friday, February 20, and the winners will be awarded a week later in the former Great Hall of the Municipal Authority in Orlova Lutyne. The best works will be included in the exhibition "A View of a Healthy City", held on the occasion of the "30 Days for Civil Sector" campaign at the Cultural Centre of the City of Orlova in February.

### **Prostejov: Students Arranged Opinion Poll on Smoking**

*On the occasion of the International Day of Non-Smokers, the future health service specialists and nurses set out to find out what the general public in the Healthy City of Prostejov thought about smoking. Here is what their opinion poll revealed.*

People smoke not because they want to, but because they are unable to stop. Inspired by this motto, students from the Secondary Medical School, one of the HCP partners in the city, addressed people in Prostejov to find out their opinions about smoking. For the processing of the results, the school was awarded third place in the annual national competition of the State Health Institute in Prague on the occasion of the International Day of Non-Smokers. "The poll focused on prevention of smoking. We wanted to motivate the smokers, suggesting why and how they could stop smoking," explained Ivana Vychodilova, a teacher who helped the students organise the poll. The future health service specialists addressed 601 respondents. Most of the 253 smokers said that they would stop smoking because of their health, family, or money. One half of them admitted they were worried about their smoking, while the rest did not mind. "Also, we were surprised at the large number of smokers who wanted to give up smoking, but did not know the pharmaceuticals that could help them overcome the bad habit," said Ms Vychodilova. Some of the 348 non-smokers also gave interesting answers. Seventy-one of them would be for prohibiting smoking entirely, 26 would permit smoking in restricted areas only. The school wants to further use the outcomes of the research in the Healthy Cities Project.

### **Vsetin, Kromeriz: Safe Communities**

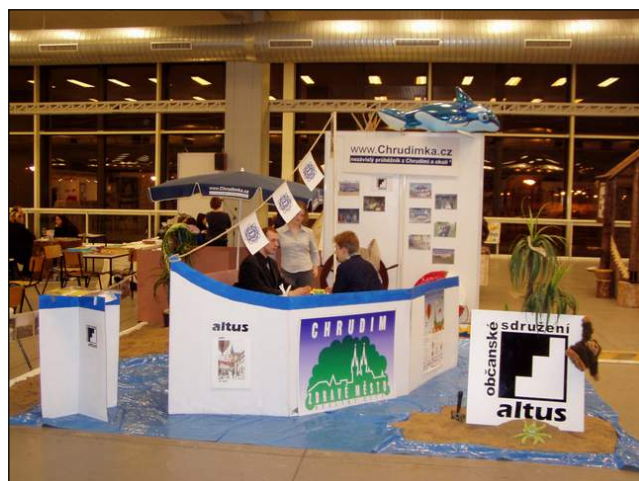
*Campaigns to prevent injuries, signs marking joint paths for cyclists and pedestrians, modern mazes and merry-go-rounds for children – these are just a few results of Vsetin's efforts last year as part of the Safe Community project. This international project has also been successfully implemented in Kromeriz, which became a member of the European Network of Safe Communities.*

The Safe Community project in Vsetin focuses on finding places with the highest rate of injuries and their subsequent adjustment to reduce the risk. "Through questionnaires, we identified locations that

were unsafe in terms of injury. We then used the data to plan repair and maintenance of the city property. We have made adjustments worth CZK 430 thousand," said Roman Kalabus, Safe Community project co-ordinator in Vsetin. Many of the activities are educational. The city budget will go on funding Safe Community campaigns this year. For several years now, the project has also been under way in **Kromeriz**. In June 2003, Kromeriz became a member of the WHO European Network of Safe Communities. "Above all, this is a commitment to a long-term implementation of the Safe Community project as a sub-project of the Healthy Cities Project, aiming to reduce the injury rate in the city. By 2015, we want to reduce the injury rate in Kromeriz by 30%," said Olga Sehnalova, MD, Deputy Mayor and HCP politician of Kromeriz.

### **Chrudim: Civic Association Altus Introduced Healthy City of Chrudim at Regiontour**

In early January, the Brno Fair premises hosted Regiontour 2004, the 13<sup>th</sup> annual exhibition of tourism in regions, presenting dozens of cities and municipalities from all over the Czech Republic. Chrudim was one of them. Alongside its own activities, the civic association Altus, an HCP partner in Chrudim, promoted the Healthy Cities Project in the city, its active social life and related activities. Details are available at [www.chrudimka.cz](http://www.chrudimka.cz).



### **Number of Czech Cities in HCCZ Has Increased**

*More than 10 years ago, HCCZ was established as an association of 11 Moravian cities led by the metropolis Brno. At present, HCCZ has 41 members (cities, municipalities, microregions, regions) influencing 800 cities and municipalities with a total of 1.7 million people – 16% of Czech population. More and more municipalities are considering membership in HCCZ.*

Most of the Healthy Cities are still in Moravia, but the interest in HCCZ membership has been growing rapidly among Bohemian cities. In the second half of 2003, the Silesian **Koprivnice** and the Czech **Hradec Kralove** and **Mlada Boleslav** joined HCCZ. The Karlovy Vary region is currently the only one without any HCCZ member. A number of cities, municipalities, microregions and regions are presently discussing their accession to HCCZ, such as the cities of Roznov pod Radhostem. and the regions of Liberec and Zlin.

### **Brno: Health Days Reflections**

*At the end of last year, the Brno Continental Hotel hosted a meeting of Brno representatives with organisers of the Brno Health Days campaign. The meeting is organised annually by Brno's HCP office to reflect on the major health promotion campaign in Brno and thank those who organised the individual events.*

The meeting was designed as a ceremony to reward the organisers of the individual events. For the first time on this occasion, representatives of the involved organisations met with members of the Healthy City Council. The organisers evaluated the events and shared their experience from Brno Health Days. For the first time, the HCP office distributed questionnaires about the organisation and promotion of the campaign right after the Brno Health Days, so the results of the opinion polls were already available at the meeting. The organisers were particularly appreciative of the coordination activities of the HCP office. The representatives of organisations appreciated the citywide promotion system; it gets the information to the general public and enables to address new target groups. Acknowledging the quality of the Brno Health Days, WHO representatives selected them as an example of a well-organised media campaign to be presented at the Healthy Cities conference in Belfast (*see the first news item above*).

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*(The photographs were provided by the archives of HCCZ member cities, municipalities and regions.)*